

Message Text

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ACTION EUR-12

INFO OCT-01 EB-06 ISO-00 RSC-01 /020 W

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P R 141219Z NOV 74

FM AMEMBASSY BUDAPEST

TO DEPT OF COMMERCE WASHDC PRIORITY

INFO SECSTATE WASHDC 2250

UNCLAS BUDAPEST 3157

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: COMMERCE PARTICIPATION IN BUDAPEST INTNL SPRING

FAIR MAY 75

REF: USDOC 16319

COMMERCE FOR BEWT

1. EMBASSY WELCOMES RENEWED INTEREST BY COMMERCE IN 1975 BUDAPEST INTERNATIONAL SPRING FAIR. WE BELIEVE EXHIBITION PROVIDES GOOD OPPORTUNITY FOR U.S. BUSINESS EQUIPMENT MANUFACTURERS TO OBTAIN EXPOSURE IN HUNGARIAN MARKET.

2. AS REQUESTED REFTTEL ECON/COMMERCIAL OFFICERS SPOKE WITH EVA VASONY, HEAD OF FOREIGN EXHIBITORS DEPARTMENT, AT HUNGEXPO REGARDING THE 500 SQUARE METERS REQUIRED FOR U.S. PRODUCTS. HUNGEXPO WOULD CLEARLY WELCOME U.S. PARTICIPATION BUT CANNOT, AT THIS MOMENT, ALLOT SPECIFIC FLOOR SPACE OR PROVIDE DRAWINGS, PHOTOS AND PLANS UNTIL ALL APPLICATIONS ARE RECEIVED AND SPACE DISTRIBUTED.

3. BASIC COSTS OF INTERIOR SPACE PER SQUARE METER ARE:

- A. NET SPACE, 88 SWISS FRANCS
- B. INSTALLED EXHIBITION STAND, WITH PARTITIONS, CARPETING, LIGHTING, 220 SWISS FRANCS
- C. EQUIPPED OFFICE WITH KITCHEN OR STORE ROOMS, CARPETING, ETC., 288 SWISS FRANCS

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4. HUNGEXPO ITSELF ACTS AS CONTRACTOR FOR EXHIBIT AREAS.

5. COMPLETE SET OF APPLICATION FORMS AND OTHER FAIR
INFORMATION AIR POUCHED COMMERCE BEWT NOV 14. HUNGARIAN
EMBASSY WASHINGTON ALSO MAY HAVE COPIES.

7. SINCE HUNGEXPO WISHES TO ALLOT SPACE IN EARLY DECEMBER
A PROMPT PARTICIPATION DECISION BY COMMERCE IS ESSENTIAL
NOT ONLY IN ORDER TO OBTAIN ADEQUATE EXHIBITION AREA BUT
ALSO FOR HOTEL ACCOMMODATIONS REQUIRED BY US EXHIBITORS
AND COMMERCE STAFF.

7. POST WILL GLADLY PROVIDE ANY ADDITIONAL SPECIFIC
INFORMATION TO ASSIST BEWT IN MAKING WHAT WE HOPE WILL BE
A POSITIVE DECISION ON PARTICIPATION.
PEDERSEN

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